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ABSTRACT

This paper begins by reproducing an e-mail concerning the Wired Woman Toronto (WWT) organization, an e-mail which forms the first of four intertwined types of field texts that inform a narrative inquiry--the second is "story," the third is "research interview," and the fourth is "letter writing." The paper's framework takes the form of a story about the beginning and continuance of this women's organization, WWT, and about its meetings; the field texts are dispersed throughout the narrative account as they shape the ensuing journey. The first e-mail correspondence in the paper explains that the Wired Women Society is a Canadian-founded, non-profit group that focuses on creating a "comfortable and exciting environment" in which women can learn more about technology and the opportunities available in new media industries. The paper concludes that the place the women have made for themselves, the third dimension in 3-dimensional narrative inquiry space, is yet another area that can be explored within a subsequent and broader inquiry, and that a faint outline of the "larger journey" can be seen as a result of this paper, the preliminary exercise. Many of the issues raised in the interview with Denise and Christina surface in the author's final paper for the Ontario Institute of Studies in Education course "Women as Change Agents in Educational Systems," the overlap pertaining to the camaraderie and sense of lineage that emanate from women's relationships and the achievements realized by women in a male dominated society. An interview transcript is appended. (BT)

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ED 452 137

A Narrative Inquiry Into The Development Of A Women's Organization: Taking A Step For The Big Picture

Final Paper for CTL 4801H
Narrative and Story in Research and Professional Practice
Submitted to: Prof. Michael Connelly
Submitted by: Audrey Huberman
Submission Date: April 30, 1999

SO 032 709

Audrey Huberman

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You are Invited!

Wired Woman cordially invites you to the launch of the Wired Woman, Toronto chapter on Thursday, September 24, 1998.

The Wired Women Society is a Canadian founded, non-profit group that focuses on creating a comfortable and exciting environment in which women can learn more about technology and the opportunities available in new media industries.

We are pleased to announce guest speakers:

Amy Kovarick, Partner, Digital Renaissance - named the best "Small Haven" Employer in the technology field by the Globe and Mail's Report on Business.

Lib Gibson, Vice President and General Manager, Globe Information Services, the electronic affiliate of The Globe and Mail

Wired Woman memberships will be available for $45/year. Please join us for the launch to learn more about the Wired Woman Society.

Date: Thursday, September 24, 1998
Where: The Elmwood Club
Time: 6:30 p.m.
Admission: $15 for hors d'oeuvres. Cash bar.

For more information, please contact:
Denise Shortt, Chapter Lead at (416) 920-0530/denise@wiredwoman.com
or Christina Rodmell, Public Relations at (416) 920-9000

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The opening document is an email sent on August 19, 1998 to the Wired Woman Toronto (WWT) steering committee/co-founders regarding the final invitation layout for our launch. This piece of *email documentation* forms the first of four intertwined types of field texts that inform this narrative inquiry - the second is *story*, the third is *research interview*, and the fourth is *letter writing*. These field texts are dispersed throughout this narrative account as they shape the ensuing journey.

I begin this inquiry with this correspondence as it marks the official beginning of the women's organization of which I am a part. Eight months later our organization is flourishing. Each monthly meeting is well attended and our membership base is growing quickly and steadily. The following story that I wrote, immediately after our January meeting, describes the night's events and is characteristic of all WWT meetings. It is the success of our organization that fuels this inquiry and causes me to forge ahead.

* * *

A Night in the Life of a Wired Woman

On a cold January night in Toronto, over one hundred women filled the Elmwood club's fourth floor. They had come to a Wired Woman Toronto (WWT) meeting. WWT is a chapter of the Vancouver based Wired Woman Society (WWS). WWS is a 1996 founded, non-profit women's organization that strives to make a comfortable place in which women can learn about the new media and information technology sectors. The membership base consists of approximately 300 women-members, 98 of which belong to

the Toronto Chapter. An astounding amount considered WWT formed in September of 1998.

At this particular meeting each woman paid their customary ten or fifteen-dollar entrance fee to listen to a guest speaker, network with like-minded women, and learn about WWT objectives, programs, and events. The speaker was Ellie Rubin, the owner of a computer software company named Bulldog. She was to speak on the success of her company and outline the recipe for becoming a successful entrepreneur. She, of course, is the product of this recipe when it is correctly followed. Her story and recipe is featured in her self-authored book, Bulldog. Signed copies were available for purchase at the meeting's end.

Looking around the pleasantly decorated room, smartly dressed women ranging in age from 20 - 50 wore nametags to facilitate the networking portion of the meeting that took place both prior to and following Ellie's presentation. There was a buzz in the room. Five of the seven co-founders of Wired Woman Toronto circulated the room. They were thrilled to see the continued success of which their project was enjoying. Each of these women volunteers their time and expertise to Wired Woman Toronto. I am one of these women.

* * *

The previous email and story are provided as a way to present the organization that is the focus of this inquiry. However it is the seven co-founders that make up the steering committee that are the backbone of the organization. It is the

combined efforts of these women to which the success of Wired Woman Toronto should be attributed. In order to present the collaborative nature of this organization and this project, I include another document - brief biographies of each co-founder. This document is available at all Wired Woman meetings and on the Wired Woman Society Website. Each co-founder wrote their own biography and thus each of their voices now contribute to this document. The biographies of the women that participated in the interview portion of this inquiry are in bold print.

We are Wired Woman Toronto!

***Rena Etkin**: Special Interest Group Coordinator*

Rena received her LL.B. from Osgoode Hall Law School in 1987 and was called to the Ontario Bar in 1989. She recently re-entered the work force after spending several years at home raising her two children.

Rena's apprehension with respect to technology encouraged her to participate in the formation of Wired Woman Toronto, thereby allowing her to be part of a woman's network that focuses on creating a comfortable environment in which women can learn more about technology.

Now back in the corporate world, Rena is corporate counsel at a real estate investment company.

***Deborah Fulsang**: Media/Public Relations Associate - dfulsang@flare.com*

Deborah Fulsang is the senior editor of fashion and design at Flare, Canada's national fashion magazine. With her interest in the history and psychology of fashion and costume, she was hired by the national publication to bring depth and analysis to its fashion coverage.

Prior to this post, Deborah served as the fashion editor at Style. Today, she travels to, and reports on international ready-to-wear collections and also writes about fashion in its cross-over realms of beauty, fragrance, cosmetics and interior design.

She has conducted talks on fashion for New-York based Fashion Group International and has also contributed to Azure, Canadian House & Home magazine, Marketing magazine, as well as The Toronto Star newspaper on subjects pertaining to fashion and style.

***Audrey Huberman-Rozansky**: Volunteer Coordinator - ahkr@idirect.com*

Audrey is an elementary school teacher and a recent graduate of the Master of Education program at the Ontario Institute of Studies in Education at the University of Toronto (OISE/UT). Her master's thesis, A Narrative Look At Women - Their Transformations and Themes, explores the issues inherent to the lives of women via the aid of narrative research methodologies.

Audrey was drawn to Wired Woman Toronto because of the organization's mandate to promote women's interests, concerns, and well being.

As a doctoral student at OISE/UT, Audrey plans to conduct an extended study that will elicit, systematically explore, and qualitatively communicate the fascinating and consequential issues inherent to the female population.

***Kelly O'Neill**: Treasurer - kelly.oneill@sympatico.ca*

Kelly is a social policy and development consultant. She is currently working for the Geneva-based United Nations Research Institute for Social Development researching the use of information technology to both promote and critique corporate environmentalism. She has also published in Canadian and British journals on a variety of social development subjects including gender and professional planning education, women's microenterprise in Asia, and Canadian youth entrepreneurship and culture.

Kelly holds an honours BA from Queen's University and a Master's in Environmental Studies (Planning) from York University. She has also lived and worked in Japan, Indonesia and Switzerland. She is a Director on the Board of Self Employment Development Initiatives, a volunteer with Development and Peace, and a member of the Young Entrepreneurs Association.

Kelly was attracted to Wired Woman because of the organization's mandate to address the gender gap regarding information technology.

***Christina Rodmell**: Public Relations Associate - christina@wiredwoman.com*

Christina Rodmell is Senior Consultant, High-technology Division at Environics Communications, a North American communications agency that services clients in office technology, financial services and health sciences sectors.

Christina has extensive experience in marketing, communications and media relations. She provides strategic counsel and handles the day to day management of Environics'

information technology clients - Yahoo! Canada, StorageTek Canada, Creative Labs Canada and the Business and Government Services division of Telesat Canada.

Prior to joining Environics, Christina worked at two other communications agencies for clients such as Compaq Canada Inc., Micrografx Canada, Spar Aerospace, Digital Equipment of Canada, GE Capital Technology Services, Tandem Computers Canada Limited and Alliance Network Inc.

With an English B.A from Western Ontario and Honours degree from Humber College Public Relations Program, Christina was not anticipating a career in IT.

As one of the few women in the IT industry, Christina was drawn to Wired Woman while surfing the Internet this summer, called Denise Shortt, and the first Wired Woman Toronto meeting was conducted.

***Sarah Payne**: Membership Coordinator - spayne@clearnet.com*

Sarah Payne is a 1996 Bachelor of Commerce graduate from Queen's University. While at Queen's, she did a 16 month work term for a small software company where she first got involved in high-tech marketing.

Sarah is currently employed with Clearnet Communications, a Canadian wireless provider, where she manages retail distribution of the Clearnet PCS phone and supports through a wide range of trade marketing programs.

She got involved in Wired Woman after hearing about the work of the Vancouver Chapter and hopes to learn more about the opportunities for women in the high-tech sector.

***Denise M. Shortt**: Chapter Lead - denise@wiredwoman.com*

Denise is a seasoned researcher, writer and editor. She is currently self-employed and provides new media strategies for business, education and non-profit sectors.

Her academic interests include studying the role of new media and it's impact on society. She is dedicated to promoting women as equal partners in the discovery, planning and benefits of new media technologies.

Denise recently completed a M.Ed. degree specializing in Technology in Education at Harvard University. She was formerly co-chair of WIT (Women in Technology) which served as a networking and support program for women enrolled in technology programs at Harvard.

Denise first discovered the Wired Woman Society in 1996 while studying 'Gender, Technology and Computer Culture', with MIT Professor Sherry Turkle. Upon arriving back in Toronto, she began planning the formation of WWT with WWS president, Emma Smith.

Denise has a strong background in educational publishing and multimedia project management. She has also written several academic articles including, "Gender and Technology: Looking to the Past," which was published in the Canadian Woman Studies Journal.

* * *

I, along with the other women mentioned above have chosen to have our real names employed rather than pseudonyms, as originally planned, in this document. I feel that this is appropriate as we hope to employ the information obtained from this inquiry for WWT purposes. With the members of our organization now presented, I turn to our initial encounter and to the puzzle that will guide the inquiry.

The Puzzle

Our first meeting as the WWT steering committee and the planning for our official launch began almost one full year ago. Consequently, as I come to this pivotal junction, I find myself reflecting on how my involvement with WWT connects to my larger journey as an Ontario Institute of Studies in Education (OISE) doctorate student. I believe that the work that I do as a founder and an advocate of a women's organization is relevant to the world of educational research but **what are the aspects of WWT in need of study?** This is the puzzle that I plan to explore in this narrative inquiry. This puzzle marks the first step of a larger inquiry that can then focus on the issue(s) most worthy of exploration at the doctorate level within a narrative perspective. It is also an

essential step that if bypassed can lead to a larger inquiry that focuses on superfluous or worse speculatory issues.

In order to investigate this piece of the inquiry, I employ the insights provided to me via a self-transcribed interview which illustrates the position that myself and two other co-founders, Denise Short and Christina Rodmell, occupied at the time of its taping.

Prior to exploring the transcribed interview in depth, the development of our organization needs to be traced further. I have touched upon who we are and described a WWT meeting, however a brief overview of our collaborative structure is still lacking. In order to reconstruct our journey and bring us to the place and time of the interview in question, I will continue to draw upon documentation and other field texts when appropriate. The process of using documentation to reconstruct a life, in this case the life of an organization, is similar to the biographical form of chronicle (Edel, 1984). Moreover, this documentation acts as aid to my recollections.

As a narrative inquirer I am cognizant of the value that memory plays in my research and of its limitations. Much of the writing within narrative literature discusses the issue of memory. It is Stephen Crites (1986) that I believe best illuminates the benefits and limitations of this cognitive process. Crites explains how all past memories are recalled in the present - the pivotal temporal space.

Interestingly, it is the future that directs the process of recollecting the past. Hence, memory is a product of all temporal spaces the past, present, and future. Crites remarks on this phenomenon. "The paradoxical result is that self-knowledge, like other knowledge, is mobilized in pursuit of the unknowable (p. 164)." Moreover, memory should not be equated to truth. Rather it needs to be regarded with skepticism while considered a window into one's selves.

It is my desire to blend the above mentioned documentation with the narrative events that surround each piece of documentation. Thus, memory is called upon to give meaning to event. Edel describes this type of biography as "narrative-pictorial or "novelistic (p. 176)." However before I proceed with this task, I need to once again move back in time. This time it is to describe how I, the researcher of this inquiry, negotiated entry into the organization. This critical information marks the first principle of the seven *principles for classroom research* outlined by Connelly and Clandinin (1988) in their article *Studying Teachers' Knowledge of Classrooms: Collaborative Research, Ethics and the Negotiation of Narrative*.

In order to present this inquiry, I find myself inevitably moving within what Connelly & Clandinin (in press) refer to as three dimensional narrative inquiry space. I need to move backward and forward in time, between social and personal spaces, and within varying places to set-up and present this inquiry. Up until this point, my story has existed in the present with my inquiry into the WWT aspects in need of study and then moved back in time to the September 1998

launch eight months earlier, and then moved back in time again to my negotiation of entry. These past and present events are recollected in an attempt to accomplish future goals - both academic and personal. Throughout my recollections of these temporally situated events I move between the personal and academic places in which they reside.

This three dimensional narrative inquiry space inspires a research text that resists the linear structure inherent to concluding course papers. Rather this research text possesses a shifting quality as I *actively* seek the WWT aspects in need of study. This process ultimately reveals my attempt to *act* as narrative inquirer. The term, act, as a verb, is crucial to this inquiry as it places me in an active rather than passive role as I; carry out research, collaborate with participants, and prepare an interim report.

This type of research journey is consistent with what Shwab (in Connelly and Clandinin, 1993) terms *fluid inquiry*. I include a lengthy quote taken from Connelly and Clandinin's correspondence to a colleague to illustrate the notion of fluid inquiry.

> By this [fluid inquiry] he [Shwab] meant that the working assumptions of inquiry are worn thin and that inquiry became focused, partially, on the assumptions themselves. This, we think, is more or less where we are in inquiry in the social sciences: the rules are no longer clear, the assumptions are in question, and there is active vibrant debate about criteria, ideologies, assumptions, principles, proper knowledge and strategies.... we are not merely applying criteria and assumptions: we are making them up (p. 3).

It is this flowing quality that I believe creates the significance of narrative inquiries and their slippery nature. Within this inquiry, I can see and feel the inquiry develop as I attempt to uncover the answers to my inquiry puzzle. As a result of the absence of a formalistic approach, I create the form that will guide my inquiry. This is a daunting process that enables me to follow the inquiry rather than slotting it into a preconceived formula. This process has led me to conceptualize this inquiry as a series of dominoes. Each event/thought produces a domino affect as it renders a direct impression on the following event/thought.

With the above preliminary information presented, I turn to unpacking the events referred to above - negotiation of entry, development of WWT, and the insights provided to me via the self-transcribed interview. At the completion of these explorations, I hope to have a better idea of what aspect of WWT are in need of study.

Negotiation of Entry

My negotiation of entry is not typical of researcher choosing a site and subsequently negotiating entry rights. Rather this inquiry site has found me. It is from the position of "inside" the WWT infrastructure that I explore the puzzle of this inquiry. Subsequently, I am not only privy to but form the issues and information that are of concern to this research. By being placed at the heart of my research site, the collaborative nature of narrative inquiry is set in motion.

It is this collaborative nature that I hope to convey with the writing of this interim document. The collaboration between co-members is one that is mutually co-constructed. Consequently, there is a synergy that is dependent upon each and every member. Although there is room to negotiate involvement, all members are equally valued. It is this room allowed for give and take that I believe enhances our collaborative efforts.

Within this inquiry I want to practice the phenomenon of collaboration espoused in narrative inquiry literature. Initially, I had planed to produce, distribute and interpret a questionnaire aimed at investigating our respective motivations for inclusion. However, after listening to numerous Ph.D. theses that illustrate narrative journeys and presenting the thesis of Nathalie Sorensen (1998) in Michael Connelly's course, *Narrative and story in Research and Professional Practice* (the course for which I am writing this document), I have changed my methodology. Sorensen's thesis while a literary jewel is an inquiry that employs narrative rather than a narrative inquiry and therefore lacks a collaborative foundation. It is the work of Carola Conle (1996) and her notion of resonance, a way of seeing one experience in terms of another, that has aided my comprehension of a collaborative experience. Ultimately, I did produce and distribute a questionnaire to all WWT co-founders but I then met with available members for a collaborative interview hoping to foster the notion of resonance. This notion is clearly illustrated by Jean Clandinin, in the chapter *What do*

Narrative Inquirers Do? in *Narrative Inquiry* (in press), as she tells a childhood story of herself as a student - a story that surfaced via the story of another.

Development of WWT

The formation of WWT began with Denise Shortt and Christina Rodmell contacting each other and discussing the need for a "women and technology" organization in Toronto. Subsequently, Denise recruited two long-time friends, Deb Fulsang and Kelly O'Neil. Later Sarah Payne and I joined the project. Denise learned of me through a mutual friend and of Sarah through the founder of the Wired Woman Society. I then recruited my friend, Rena Etkin.

The seven of us first met as a steering committee sometime in the early summer of 1998 at the Madison Pub. We then met monthly to organize our formal September 1998 launch held at the downtown Elmwood Club. We now meet bi-monthly as a steering committee and as hosts for the monthly public/members' meetings held at the Elmwood club on the last Tuesday of every month. During the steering committee meetings we discuss organization initiates and finalize the details for the upcoming members' meeting. The structure of a members' meeting was described in story form earlier in this document. Both the steering committee and the members' meetings are fashioned to foster the sharing of information in a non-threatening, flexible, and accommodating manner. To

illustrate the latter point, the steering committee meetings were relocated from the Madison Pub to my home in order to accommodate my child care situation.

Each co-founder chose a particular WWT task on which to focus. These positions are mentioned in the included biographies. Consequently, many tasks are accomplished by the appropriate co-founder on their own time. Thus interdependence, working at different tasks to achieve a collective goal, is required. However collaboration in the sense of affecting each others efforts is accomplished via email correspondence and discussion during the monthly steering committee meetings.

I have tried to describe the combined activities that create the spirit of WWT. In essence I have described this organization from a narrative point of view. I believe that this preliminary work is necessary to contextualize the following part of the inquiry that delves into the inquiry puzzle. This narrative description has also enabled me to explore the issues that I categorize as salient. This is accomplished via the events that I chose to include and those that I did not - intentionally and unintentionally.

Self-transcribed interview

Ann Oakley's (1991) article, *Interviewing Women: A Contradiction in Terms* is the theoretical framework that informs my interviewing skills. I first read this article

during my involvement in Michael Connelly's OISE course, *Foundations of Curriculum*. I later reread it in preparation for the interviews that I conducted for my Qualifying Research Project, *A Narrative Look at Women - Their Transformations and Themes*. Correspondingly, this article forms the theoretical influence for the interview that I conducted with two of the co-founders of WWT as well. Within this article Ann Oakley outlines a methodological approach that replaces the male/textbook paradigm of interviewing which "creates problems for feminist interviewers whose primary orientation is towards the validation of women's subjective experiences as women and as people (p. 30)."

Oakley states in her article that "the goal of finding out about people through interviewing is best achieved when the relationship of interviewer and interviewee is non-hierarchical and when the interviewer is prepared to invest his or her own personal identity in the process (p. 41)." It is this premise that I strive to realize in my role of interviewer. My position as an WWT insider facilitated this goal as I am on par with and known to my interview subjects.

The interview was conducted at lunch hour, at a downtown coffee shop, to accommodate my participants' work schedules. Consequently, the locale precipitated a friendly conversation over coffee and lunch and the time of day kept us on task discussing our respective motives for organizing as a group. The final result is a blend of research interview and conversation. As mentioned earlier preliminary interview questions were emailed to all co-founders prior to my

decision to conduct a collaborative interview. These questions were the launch pad for our conversation though they were not explicitly referred to during the interview as I wanted to foster the free-flowing process of resonance. The preliminary interview questions follow to further contextualize this inquiry.

* * *

Preliminary interview questions

1. How did you come to join with the other WWT cofounders?

2. What aspect(s) of the group's objectives most attracted you?

3. What, personal and/or professional benefits do you receive from being a part of the organization as there is no monetary payment for your work?

4. Is there a discrepancy between your initial commitment to the group and your present commitment?

If yes, please describe and comment on the reasons for the discrepancy.

If no, please describe your personal commitment and why it has maintained its consistency.

5. What future objectives (personal or professional) do you hope to achieve through your involvement with WWT?

* * *

The interview lasted for approximately one hour - there were few silent spots, much laughter, and a lot of stories and information shared within our time together. The result is twenty pages of field text presented in full as Appendix A. This document like a narrative inquiry does not adhere to the conventions of traditional academic writing - it is not linear, its sentence structure is confused, and it is not grammatically correct. As an academic writer I feel uncomfortable submitting this document. As a narrative inquirer I realize that this unaltered form

best preserves the integrity of the conversation that took place between myself and two women. Consequently, as much as I want to smooth the document I will refrain from doing so in order to maintain its authenticity. Although in the future, I will avoid conducting interviews in coffee shops because of the load noise level that leads to a difficult transcribing experience.

As I contemplate moving this field text into research text, I consider the various forms that will facilitate the transition. How can I answer my puzzle? How can I create an interesting and original inquiry? How can this document serve WWT purposes? These are just some of the questions that I am 'puzzling out' in the process.

In order to respond to the aforementioned questions, I consider the notion of audience - to whom can I address this work? Throughout my participation in Michael Connelly's course, *Narrative and story in Research and Professional Practice*, I wrote letters to my peers. I have been impressed by this forms ability to blend informative details with reflective interpretations. Thus I have chosen to employ this technique to explore the interview text. This decision to employ letter writing as research text reveals the fine line between field texts and research texts. I now turn to my audience, the recipients of this letter, Denise Shortt and Christina Rodmell, the two women that participated in the interview.

Dear Denise and Christina,

First, I want to thank you for participating in my research project. Your time and interest is greatly appreciated. I have spent much time listening to, transcribing, and reading our March 26, 1999 interview transcript. Within this twenty-page document we touched upon many issues pertaining to WWT. These issues include our motivations for inclusion, the reason for WWT success, and the future goals of the organization. While reflecting on these issues we reminisced on our initial meeting, the organizational structure we assumed, and most of all on the friendships that have developed as a result of our union.

As I have discussed with you throughout my involvement with WWT, I am seeking to connect my work as a WWT coordinator to that of my doctoral studies. Our interview was an initial step towards this objective. Moreover, the aim of the doctoral project, of which our interview is a part, is to discover the WWT issues most pertinent for study within my research methodology of choice - narrative inquiry. I believe that the issues and reminiscences evoked during our interview speak to this specific aim. I also believe that making these points explicit is beneficial to WWT's future planning.

Within this letter, I will employ the issues and reminiscences outlined in the opening paragraph to structure this letter and to explore their significance. I would welcome any feedback that you may have on the information brought forth.

Issues

1. Motivations for Inclusion

We all bring to the table both personal and professional reasons for involvement. However, a need to share and connect with other like-minded women seems to be the most prominent. Christina expressed it succinctly and eloquently when she spoke of her personal motivation.

C. I'm doing it because first of all I want to give back to the IT [information technology] industry and because I have been so lucky and I think that a lot of women can benefit from my sharing.

2. Reason for WWT Success

The conversation that surrounded this issue was extremely interesting. Initially the factor of timing was considered the primary reason for our success. However, after a discussion comparing our chapter to that of the Vancouver and Kelowna chapters it became evident that the success needs to be attributed to the efforts of the seven co-founders involved. Denise remarked on this phenomenon.

D. You have to be really motivated to come [to a Wired Woman Toronto Meeting]. Women complain more and more about how little time they have, much more than men, and have way more things on the go always than men and so it is that much harder for them to get together at night outside of the work environment. A lot of them have to arrange child care and the fact that they are coming at 80 to 100 women a meeting. The Vancouver Chapter has less women attending each month than we do that shows you that it may have more to do with who is organizing it than just timing.

Denise's observation also brings up the different needs that men and women have. Thus, the need of women to connect with other women - a motivation for inclusion, may also be a reason for the success of our organization

3. Future Goals of the Organization

The future goals of the organization are very much works in progress. Christina refers to the fluid nature of our organizational planning as a succession of seen opportunities that are then conquered. Denise commented at length on the constant working out of personnel and monetary structures. Our priority is clearly on short-term rather than on long term goals. This is perhaps the result of creating the template of an organization.

Reminiscences

1. Initial Meeting

We often referred to our initial meeting with fondness and disbelief. I believe that it is the connection that we immediately felt to one and other that caused us to move ahead. A comment that I made during our interview reverberates this thought, while the remarks that you both made validates the personal dynamic that maintains our union.

A. Like I was saying to Christina the women that were there [at the initial meeting] made me want to come back for another meeting or else I would have said, "you know these are not my type of people." Which is very common and valid.

D. Though we are all totally different. We have totally different ...

C. One common connection. I think that because we are all easy going and happy people. If there would have been a sour apple?

A. I'm trying to think in what way are we so different. Because the responses to what our motivations are read very similar.

D. I think that the driving force is that we are very similar.

A. Because we are all very ambitious.

It does not matter if we are similar or diverse in our interests and/or backgrounds. What is salient to this conversation is that we all recognize the synergy that exists within the group - the dynamic that ultimately fuels our organization.

2. Organizational Structure Assumed

We spoke of the organizational structure that we have assumed in relation to the operations manual that is in the process of being developed. This manual will provide new chapters with a step by step recipe for organizing. The following interview excerpt speaks to this issue.

D. I am a little bit frightened that things are going to change now that there is much more of a regimented thing [operations manual] because it is one of the reasons that I felt comfortable doing this at all. And I know that we talked about this and that it was flexible and that we can make it our own.

A. And you were creating the template. We were all creating the template.

D. And now it's going to be a little more regimented.

A. Isn't that one of the reason we didn't go toward Web Girls. Because remember that first meeting at the Madison, we were kind of saying, "O.K. what is this and where could we fit in," and we were thinking Wired Woman and we were thinking Web Girls and I think the reason that we went away from Web Girls is because it was so established and ..

D. And we could do our own thing with Wired Woman.

We have been able to do our own thing! Our steering committee meetings and our members' meetings are structured in a relational manner and attempt to accommodate the needs of all involved. I am sorry that an operations manual is in the process of being developed as its presence will inevitably hinder the flow, specific needs, and originality of future chapters.

3. Friendships

The friendships that have been made as a result of our collaboration are remarkable. Friendships that were created before this union have grown and new friendships have emerged. I for one feel fortunate to have worked with all WWT co-founders. These friendships have touched all parts of my life - personal professional and academic. Christina's following comment illustrates this point.

We all have our group of friends that we always get together with for fun and it [WWT] is another outlet of not only furthering your professional goals or even personal interests and things like that but meeting with people who mean a lot to you.

Christina's words provide me with an appropriate note on which to end this letter and to begin to conceptualize the next step in this inquiry. Again, I want to thank you both for your cooperation and valuable insights.

Fondly,

Audrey Huberman
WWT Volunteer Coordinator

The End is the Beginning

As I come to the end of this inquiry I see the beginning of the next one. I am not sure if I have answered my guiding puzzle, however I feel that the issues and reminiscences presented in the above letter provide me with future puzzles to narratively explore. Moreover, this process has helped me to begin to puzzle out the trial and tribulations inherent to narrative inquiries. Although, the ethical documentation needed when working with real people and real places still remains somewhat fuzzy. I believe that this figuring out is consistent with Shwab's notion of fluid inquiry. It is part of what narrative inquirers do in each inquiry if a narrative inquiry is to exist.

Overall, I feel confident that my work with WWT and my doctoral studies are connected. Interestingly, many of the issues raised in my interview with Denise and Christina surfaced in the final paper that I wrote for Jo Aitken's OISE course, *Women as Change Agents in Educational Systems*. The overlap pertains to the camaraderie and sense of lineage that emanate from women's relationships, and to the achievements realized by women within a male dominated society.

The place that women have made for themselves, the third dimension in three dimensional narrative inquiry space, is yet another area that can be explored within a subsequent and broader inquiry. This larger journey can not be described in detail at this time. However a faint outline can be seen as a result of this preliminary exercise - taking a step for the big picture.

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Appendix A - Transcript of Interview with Denise Shortt and Christina Rodmell

The following is a transcript of the March 26, 1999 interview that I had with Denise Shortt and Christina Rodmell. This document like a narrative inquiry does not adhere to the conventions of traditional academic writing - it is not linear, its sentence structure is confused, and it is not grammatically correct. As an academic writer I feel uncomfortable submitting this document. However, as a narrative inquirer I realize that this unaltered form best preserves the integrity of the conversation that took place between myself and two women. Consequently, as much as I want to smooth the document I will refrain from doing so in order to maintain its authenticity.

Transcript of March 26th interview with Denise and Christina

(Talking with Christina about how the paper could be used by Wired Woman Toronto and of our motivations for inclusion while waiting for Denise to arrive)

Audrey. So if we could use this in any way that is valuable or useful to Wired Woman I would see that as being an incentive and I would try to make that one of my objectives.

Christina. Well depending on how many pages it is.

A. Probably about twenty.

C. We could even make a little booklet you know and sell it.

A. Who would buy it?

C. I think a student or we could use it as reference material when we are doing our mentoring program. Like how all us women got together sort of like... remember the book by Annie Tam the women getting together.

A. Someone just mentioned that book the other day. Is it like the Joy Luck Club in any way.

C. Yah, it is the same author. I think that because women are so stretched that they need to get together with women with common interests, energy levels, who have the personalities that give us the energy to also continue in our other endeavors. Like I have so much energy that it provides me with the energy to do my work, to have my marriage ...

A. You feed off of it.

C. Yah, totally, and I never thought about that before, but it is true.

C. I'm doing it because first of all I want to give back to the IT industry. Because I have been so lucky that I think that a lot of women can benefit from my sharing.

A. This would be a way of sharing the information. Sharing how the six of us from nothing created Wired Woman Toronto.

C. Exactly.

A. I am trying to think what were my motivations to get involved. It is funny how Denise and I met I mean you know that it was through Kenny at his dental office which is kind of comical but again it was because of our like interests and then we got together. I also thought that it was a group of women that were able to get something done . Remember our first meeting at the Madison it just wasn't a group of women that were...

C. Nobody was lazy in the group. It was an interesting dynamic. Everyone had totally different backgrounds. Although some common interests. Having Deb Fulsang, Senior Editor of Flare fashion, I mean that was from left field.

A. Yah, but that was intriguing.

C. Yah, I was surprised to see everyone. I thought it was a great group.

A. But it doesn't seem like.... Maybe Deb's interests were a little too distant because it doesn't seem like she is able to stay connected. So maybe our interests need to be more connected to Wired Woman. Kelly is also seeming to have a bit of a conflict.

C. I think that they are there for the women aspect of it. The commitment to what the mandate of the organization is. I don't think that they are...

A. I think that is probably my take as well. The women part. But I want to know more about the technology part. So maybe that is one of my motivations. Cause ideally I want to know more about the IT industry. And ...

C. I mean it has also helped me in my career.

A. How in particular. Tell me a story.

C. In my industry, the communications industry, it is incredibly competitive. And I saw this as an opportunity of differentiating myself from what anyone else is doing. As well as providing a benefit for my company. Differentiating Environic communication from our competitors. Because we are doing something different and supporting something different.

A. It gave you an edge.

C. Yah.

A. Do you feel that was lacking

(Denise arrives and goes to get something to eat)

C. I didn't consciously think that I was lacking it. But when I caught on to it I thought hey this is going to work.

A. Because you actually sought it out. Unlike myself and some of the other women you sought it out. Both you and Denise.

C. I didn't really seek it out I just sort of fell upon it and then I proactively went after it but not even with the mind-set of doing what we are doing. I just thought that this is interesting and how can I benefit in Toronto and that's when Emma said there is this woman Denise. I basically called Denise and it was instant love.

A. Good story

C. We just hit it off so well it was amazing. I think that if we had been different I would have obviously taken a different path. There was one conversation that was twenty minutes .

A. What conversation was that.

C. Our first conversation and you can tell by someone's voice and mannerism over the telephone as to weather or not you are going to click.

A. Well, you know when I met Denise for the first time we met at Indigo Uptown. We talked. I told her about what my interests were, she told me what her interests were. She was thinking of writing a book then too. So this girl wants to write a book. That's her thing maybe that's what her motivation is she wants to write this book.

A. After that meeting we could have just like.... it could have completely not worked. It could have gone nowhere. Like our personalities could have said ...

C. We all could have said I want nothing to do with these women.

A. We are just taking about the stories of what brought us together. This is actually the proposal that I wrote for the paper.

Denise. Oh, O.K.

A. Maybe we can just recap Denise of where we have gone.

(I briefly describe my proposal)

A. I wrote this proposal the day after the Ellie Rubin meeting. One of the things was the energy. The energy from our meetings. Well the four people that answered the questions they all talk about this energy.

D. A lot of women in business at their office surrounded by men, they can't really make their voices be heard where at our meetings their energy level increases because there is no intimidation factor. I can ask that question and I can provide that information where everybody is kind of on the same plateau where as at the office everyone is very different.

D. We are more empowered to share. I think that women are generally inspired by experiences of other women. I just went to a xxx meeting the other day. It was almost all men who used the same old format where there were all male speakers. It was a very formal atmosphere and it was so in the box. And I think that what we do at Wired Woman is provide a nice setting in a warm atmosphere you can have a cocktail. It is so much more relaxed first of all and because it's all women you can tell that women are chatting about other things besides their work like the technology part is kind of the back drop they are able to talk about and share their experiences and maybe talk about what you are wearing or your hair but that's just... women talk the same language that way. It gives them the opportunity without the added dynamic of having men there. I mean it gives them an opportunity to chat. It is just one of the elements going on it's so layered, right. I mean you are also getting valuable expert information. But even with our expert speaker we try to get them...even though they are imparting that expert advice we always get them to do it on a relational level and to tell the story and try to make it taken from their experience rather than at that level that I am getting from those male speakers. You know a lot of ego in it when you see the men up there on the podium. I was thinking about that a lot yesterday at that two hour meeting it was so different.

A. Did you want to run out of it.

D. Oh yah. Many times I wanted to but I was with someone else so I couldn't but otherwise I would have. It is just not my scene and now that I know that there are alternatives to that. It drives me nuts to listen to the same old thing all over again. Just insert new text. It is so in the box. I don't like it.

A. I liked very much the new woman that is going to be part of the steering committee.

D. Jo-anne. Yah, she's great. She is fabulous. She is a reporter.

A. I liked her very much from the meeting at my house a couple of weeks ago.

C. I think for her and that it is interesting because I took her to a media spa afternoon . I do meetings at spas on a quarterly basis. Which is quite fun.

D. You see I love that. That's thinking out of the box.

A. I don't get it, you do meetings at spas?

C. Yes, because last year I got a little pissed off that my boss who's male and the president of my company were always taking my co-workers at the equivalent level as I am golfing with reporters or clients and of course I am learning how to play golf cause I want to but I am not at any sort of level at this point to take out other people. So I said look what if, and there are a lot of women reporters who don't know how to golf what if I take out two women with a colleague so the four of us would go to spa for the afternoon to conduct meetings like the same thing that you are doing on the golf course but in a spa.

A. O.K. so it is kind of like having the female equivalent.

C. Its been brilliant. I have already conducted four.

A. You can take me out anytime.

C. I haven't had too many regrets for that but it is the same concept.

D. Jo-anne loved it. She thought it was great.

C. I think that Jo-anne too really wants to be with a female group.

D. Yup.

D. She has three brothers and I don't think that she had a lot of that female modeling.

A. Well, she was very good with Chelsea. That was so funny everyone got a kiss and a hug. You know that's another thing the way that we conduct meetings at my house to accommodate my child care situation. I don't know if that would be something that would happen if it wasn't a women's organization.

C. Well, even the way our meetings go when we meet as a steering committee we get a lot of work done but a lot of it is sharing what's going on with our lives and how we are doing and stress and opportunities to vent and it's great and that just happens really naturally.

A. Because we get a lot done.

D. Yah, I know.

A. Christina just shared with me the list of media coverage, it unbelievable.

D. It great.

C. Well, I was getting a little overwhelmed and lost in the last week a half by Wired Woman Society things and I don't have Paige in place right now. And Emma ....

A. Paige is going to take over all the PR?

C. After I have that meeting with her. Yah, because right now I am doing too much and I just secured that Trimark sponsorship and ...

D. I know.

C. Then I've gotten door prizes. And then I got that fax and email you saw that one.

D. I thought that email was a little harsh. Didn't you?

C. Yah.

D. I was a little taken aback.

C. Well, I got her that interview on Tuesday so I think that that shut her up for a bit.

C. I got this email back saying that we gave you this positions to be our National PR director but it seems that you are competing because of the Toronto activities blah, blah... I can't believe that you haven't updated this thing.

D. So Paige didn't make it because her car broke down.

C. Yah, I know.

A. Was she going to come today?

C. No. I am meeting with her next Wednesday.

D. We are trying to get Emilia to be the meeting and special events coordinator.

C. That will be good.

D. I think too before we kind of separate before the summer we should have another Madison meeting.

A. & C. I think that is a great idea.

A. We can reminisce.

D. That was almost a year ago.

A. Lets go back to that first meeting. Lets see what were the dynamics going on there. We were outside.

D. Yah, we started outside and then we went inside because we couldn't hear each other. It was the three of us...

A. Right. But there was another woman with curly curly hair.

D. Yah, (trying to find her name).

A. I don't know how she got ...

D. I think she came with another woman.

A. They came together. I think one came because she was visiting with the other.

D. Oh Yah.

A. & C. How did they get there?

D. I think that they came with Sara.

C. The one with the big hair reminded me of that Allie McBeal woman.

A. I think that she was into film.

D. Yah, she was a film maker that's right.

A. Like I was saying to Christina the group of women that there was made me want to come back for another meeting or else I would have said you know these are not my type of people. Which is very common and very valid.

D. Though we are very different. We have totally different...

C. One common connection. I think because we are all easy going and happy people. If there would have been a sour apple?

A. I'm trying to think in what way are we all so different. Because the responses to what our motivations are read very similar.

D. I think that is the driving force that we are very similar.

A. Because we are all very ambitious.

D. We have very different lives. We are in very different professions. I mean you are doing a Ph.D., Rena is a lawyer, public relations, we are coming from quite different backgrounds.

A. Is that something that you wanted.

D. No. I never thought about it. I mean the steering committee really ..

A. You are the one that brought us all together.

D. I was thinking a lot about that. It was you and I connecting through Emma. And then Kelly wanted to do it with us. Kelly is a long time friend. So it was the three of us at the first meeting.

C. That's the one where our wires got crossed.

A. O.K. so that first meeting was never really a first meeting.

C. No, it never happened.

D. It was actually you, me, Kelly and Deb.

C. I don't think Deb was there. I was supposed to meet with you and Kelly and then our wires got crossed so it never really transpired. We could have gotten upset with each other but we didn't.

A. It is true eh, you could of said, "Forget these people I can't waste my time."

D. We thought it was funny.

C. I thought it was hilarious

D. I had met with Kelly and Deb a couple of times before that just to brainstorm and talk about what was going on and to see if they wanted to help me out even though I knew that Kelly was very much interested in technology but Deb had no real background but I mean it was something that she would get into. So we met a couple of times and then Kelly and I we were supposed to meet with you that time when I got your name from Emma and then by fluke...

A. I think that we met before. Remember when we met at Indigo and you had mentioned something about creating a mentoring group.

D. Yah, It wasn't Wired Woman I wanted to get into mentoring. That was definitely something that I was looking at. I would pool professional women together no matter

what their background and hook them up with women coming right out of school and create mentoring relationships.

A. Like Co-op.

C. That's key. I wish that I would have had a mentor. I may of had one... and I don't even consider them a mentor.

A. I always wished I had a mentor. I had people not want to be a mentor. For me I think that when someone is a mentor it means that they are giving something of themselves and not so much receiving... do you see that ... it's more of a giving.

D. I actually think that mentoring could be completely two ways so that there is never the idea that the older person, the more mature person is totally giving. I think that they have to recognize that as the mentor they can learn a lot from their mentee.

A. But there is some altruism.... I could be wrong.

D. No definitely altruism plays a role that you can give and open yourself up for getting and ...

C. I have a girl friend who is looking for a job and everybody she is interviewing with she is thinking that she wants to find her mentor. She's been to like twenty different interviews. She is being a little picky but ..

A. But she's had offers.

C. Oh Yah, she has tons of offers but she is now fortunate where she is not in dire need of a new job. She still has her old job. But now it is interesting that she is not looking for the monetary, it is more that she needs someone to be her mentor so that she can get her career off to the next stage. She needs to learn .

A. Well in a sense I can see myself wanting to do that because I want to connect with the people that can guide you so you can develop your skills.

C. I mean right now I have a male boss and he's great but I would not say that he is my mentor.

A. Would you want him to be your mentor.

C. No. If anything my father-in-law, I go to him for a lot of things, could be my mentor.

A. I think that the professor that I work with in this course I can see him as being a bit of a mentor. A very demanding mentor (laughter).

C. That's hilarious. I think that is what a lot of people joining Wired Woman are looking at us for, to further educate them.

A. I wonder and it would be interesting, if anyone has connected and gotten a job through a Wired Woman connection because at the end of one of the meetings, I think the Ellie Rubin meeting, some woman said I am just graduating from here ... and I am looking for a job.

D. Maybe at the end of a meeting we can ask and say we just want to know if there were any success stories. Have you hooked up with anyone that you're really excited about or gotten any career leads from? Let us know. Tell us. I know of ...well, it was written up in the Toronto Star that Nancy Aldridge she started a mentoring program for girls in science and she had tons of mentors from Wired Woman who helped her out and fixed them up on email and now they correspond with each other.

A. Maybe there can be a sharing of stories. Because when I joined Wired Woman that was one of my motivations. To create a sharing atmosphere for women to share their stories and to learn from each other. I think that it is happening but we are just not aware that it is happening.

D. Well, it's hard to see because we can't be everywhere and we don't know who connected and who went out another time and another time. I mean Jo-anne and I are a perfect example of that we met the night of the launch and you (C) I think introduced us and then, I didn't even know her name, I talked to her but I didn't know her name, and I totally connected with her and to her energy and she was so fun but we didn't...I think we said that we would email each other but nothing ever really happened and then the next meeting she came again and she came up to me and said, "Oh we haven't emailed each other and we have to do it," so after and we spoke for about forty-five minutes that night and then she came out with me right after the October meeting and we have been in touch constantly after that.

A. And now she is part of our steering committee. I really think that she has a lot to add to it. And what C. was talking about and what I would also like to see evolve into this written document is something that can be useful like to give me the opportunity to give back to Wired Woman a little bit. What kind of document would be useful to our members and to ourselves. The title of the document is, Women Working for Women: Exploring the Development Of a Women's Organization From Inception To Formation, so I am kind of thinking of starting right at the beginning, starting at the Madison and kind of like describing our journey. Can that be useful to us in any way? Christina was saying to even publish it in a sense.

C. We'll make it into a brochure and to make it part of our mentoring program. Like I don't know I am just kind of talking at the top of my head. I am sure that it could be packaged in a way that it could be useful. I am not quite sure what that is... but I think that

it would be inspirational for young women to see "oh yah these women did it maybe I can do something like that or..."

A. It still amazes me when I think of what we did.

C. And the truth is we spoke about this that men wouldn't do it.

A. We talked about that the first night walking home. Where were we walking home from? Oh this was one of the meetings that we had at Yonge and Eglinton. I don't remember the name of the restaurant. We were walking home...

C. And we said that men would never do this.

A. Never do it. Like at our first meeting, meeting a bunch of strangers

D. & C. Yah!

C. Yah, but what I find interesting is that we were all something and we all have our groups of friends that we always get together with for fun and it is also another outlet of not only furthering your professional goals or even personal interests and things like that but meeting with people who mean a lot to you.

A. Did you ever do some studying on that when you were doing your master's at Harvard, on women's groups similar to the ones that came out of the women's movement of the seventies.

D. I did do some research on that it was... I didn't spend a lot of time on focusing on organizations from an activist point of view and really understanding how that gets driven but I did study a lot about story telling and how women are driven, how they prefer to learn through storytelling and writing autobiography, and that they want to learn from experience. So women's biographies are big sellers because women want to learn from other women's stories.

A. Definitely.

D. And that is what drove my idea to do the book that we are writing. And that is why we are writing about big women, the movers and the shakers, but we want to funnel that down.

C. We are all very fortunate the majority of us because we have friends and having the sharing of ideas and you know if I have a problem I can bounce it off you and maybe you will say, "Well, I actually experienced this," whatever...you share but when I was in Jamaica on a third world island for example the level of conversation and worldliness was so minimal that they really went to the bible for their answers and they don't know...

and there is no, there's no Cosmo, there's no Mademoiselle to sort of help them out with sex questions.

A. And you don't want to go to the bible for that.

D & C. Laughing.

C. But they do. And I sat in on a bible session just out of curiosity. The whole topic that night was on submitting to your partner. It was really interesting but I would probably pick up a magazine.

A. I think that is very common. Women were socialized to be...

C. But men where involved in this bible session and they really contributed which was interesting so it was a co-ed.

A. Well, why wouldn't they want to kind of keep that momentum going because they are the one's that are usually benefiting from the women submitting.

C. Yah.

A. They have a vested interest in maintaining the status quo anyway ... I hate when I get onto that tangent.

C. The point was why they look to books .....because there are stories and a lot of them can't get those stories for their circle of friends.

A. And the bible is set up narratively. It is set up in stories. You know what else I was thinking of doing was to visit literature about different women's organizations.

D. Yah.

C. But you know what you should also compare Web Girls. It is completely different from us and why is that.

A. Well, I never really understood them it seems much more...

C. They are focused on the internet.

A. ...but they don't seem to have that warm that community that I think...

C. Well, the internet is not that warm.

A. Well, there you go, right.

C. Like it's not warm and fuzzy.

D. But it would be interesting for you to go to some of their meetings.

A. I should.

D. Just so that you can build up some knowledge of their organization to compare...

A. When do they meet, the second Tuesday of every month.

D. I think that it is the third.

A. Anyway, I will just log onto the website.

D. That would be really interesting.

C. Be a Wired Woman spy.

A. Well, there is enough of them at our meetings.

(Denise looking through my proposal)

D. It's great.

A. I wonder if it is a little more ambitious than what is going to happen but I can see it being a little piece of what is possible.

C. I think that the next (Wired Woman) Chapter, correct me if I am wrong Denise, is Ottawa.

D. Winnipeg and then Ottawa. Ottawa will probably be by May it is already in the works.

C. That's great.

A. So what do you contribute all this success to....that we are filling a need.

D. Yah, and timing.

A. But timing kind of takes away from....

C. Yah, but when we launched this in timing with even the Globe's technology issue launching there was just a whole buzz about women and IT and where are the job opportunities.

A. And I see it everywhere in the newspapers. Whenever there is a little snippet about a technology university there is always a young woman in the picture. Maybe women are filling the spaces in technology.

D. It is definitely getting better.

C. We still have a long way to go.

D. Yah, a long way to go.

A. Well you (C) probably see it the most in terms of numbers.

C. Well, in my company now, out of our high-tech group we dominate. But communications has many females.

A. So that was traditional.

C. Well, traditionally women are in communications but men still hold the senior positions. With my boss (male) there are eight of us and seven are women.

A. Well, maybe your boss likes women (laughter).

C. He could but they are all qualified women.

A. Of course.

C. Anyway, I kind of like it.

A. It makes it more comfortable.

C. Yah, so where did you get that ensemble (laughter).

C. I think that also at our meetings, people have been going, we have never had to look for a speaker.

A. It is also interesting the women that come to the meetings, are they all very much like us? They all seem to be these very together, ambitious, know what they want type of women, am I wrong?

C. You are right.

D. They seem to be the dominant.

A. And that's what I saw right at the beginning. From the women that are attending there ....

C. I think to come out to an event, for any social, and in the evening when you are exhausted after work, you have to be a certain type of personality.

D. You have to be really motivated to come. Women complain more and more about how little time they have, much more than men, and have way more things on the go always than men and so it is that much harder for them to get together at night outside of the work environment. A lot of them have to arrange child care and the fact that they are coming at 80 to 100 women a meeting. The Vancouver Chapter has less women attending each month than we do that shows you that it may have more to do with who is organizing it than just timing.

A. Yah, cause timing kind of discards our presence.

C. Yah, I agree but timing is still a huge factor.

D. Yah, it's a huge factor.

A. It can't hurt.

D. But it is interesting that in Vancouver almost all the women are in their twenties and they are more the alternative purple hair kind of multi media web developer look. Whereas the women that we attract for whatever reasons and it may be interesting to analyze them are thirtyish professional. I think that it has a lot to do with the work that C did, who we sent the messages to right from a public relations view point. It was because you were so strong in sending the message to people in the technology field and at a certain level. What Christina was doing on the Toronto front was very different from what was happening on the PR front in Vancouver.

A. But Emma also comes from that filmy, artsy background...

D. And she is twenty-seven.

A. She is twenty -seven...

D. And she invited her friends who invited their friends so they are going to be in their twenties whereas we are in our thirties and we invited our friends who invited their friends and we are all in our thirties. So that really does show that it is the organizers who really make a difference.

A. & C. Yah.

C. And that just evolved.

A. We really didn't know who was going to turn up that September night did we?

C. I mean we didn't even have a business plan.

A. How come we didn't. I mean that it is interesting that we didn't. I mean many people, if we were going to go to the bank and say, "Well, we have this idea. We are going to have a launch," they would probably just like ...

C. Well, I think that we all knew what are strong points were from the get go.

D. Yah.

C. Because I get so many ideas and then I fly them by Denise and then we say O.K. lets just do it. It was just an opportunity seen....conquer, opportunity seen... conquer. It was a very fast past environment I mean it was just like.... everything just fell into place.

D. And we had very little guidance from Wired Woman Society. We may as well have been founding it...

C. On ourselves.

D. Yah. Because there was no guidance.

C. There was no template.

D. And now there is so now the new chapters will be quite regimented as far as how they go about setting up the chapter. There is an operations manual that is being put together right now, all the templates of the invitations and press releases and all of that stuff will be handed over to them so there will be a clear template on how to do it.

A. Who is creating the recipe, Vancouver?

D. Yah, mostly the Vancouver chapter lead and myself are doing it.

A. So this will actually give you some insights into creating these templates as well because it will be a document of how we did it. But you know what, I am happy that wasn't in place when we were together.

D. Me too. And I am a little bit frightened that things are going to change actually now that there is much more of a regimented thing because it is one of the reasons that I felt comfortable doing this at all. And I know that we talked about this and that it was flexible and that we can make it our own.

A. And you were creating the template. We were all creating the template.

D. And now it's going to be a little more regimented.

A. Isn't that one of the reasons that we didn't go toward Web Girls because remember that first meeting at the Madison we were kind of saying, "O.K. what is this and where could we fit in," and we were thinking Wired Woman and we were thinking Web Girls and I think the reason that we went away from Web Girls is because it was so established and ...

D. And we could do our own thing with Wired Woman.

C. And the thing about Wired Woman is that it is growing. I mean in ten years it can be so wide or less than ten years like five. Emma was saying that we got emails from Australia and Romania.

A. But you know what is interesting when Wired Woman Society, when we joined it there was what a hundred members or something or two hundred.

D. I think that there was two hundred with Kelowna and Vancouver.

A, And now our membership base is ...

D. One hundred and ten.

A. Which is quite a substantial number compared to the entire society....so what does that say either we are really great ...

C. Our membership grows like nothing.

D. I know.

A. So I am trying to think about why.

D. It has to do with Vancouver's PR effort.

A. But there must be a difference between Vancouver and Toronto. Like it is also a high paced ...

C. Not as much so I mean they don't have all the big technology companies there they are all here. Everything is here all the daily newspapers are here and the relationships that I have built are here they are not in Vancouver so I think .....but I would hate to see it get out of control cause I also like it small too.

A. Well maybe one of the templates can be to maintain the meetings in venues that are warm.

D. Yah, that is one of the things that we talked about.

C. That is really one of our goals. We are generating money now from all these members. Where is this money going and how are we going to spend it?

A. That's something we have to think of. Do we have those long term ideas there?

D. Well, I think because we didn't really have our team in place and we still don't it is hard to think about taking on too much more . So I think that the key is before you focus too much on the long term ideas is how to get the people in place so that the roles are defined and we have people that we trust who are willing to give their time because now we think of a great idea that we want to do we end up doing our jobs and that extra work. And it is too much and I know for me I can't even think about anything or taking on anything more Wired Woman wise except for the meetings we have until June the career day and then we will do our final bash. Summer time is the time for strategy so for me, what I am hoping to do is to get the people in place as soon as possible, get them up and running in their roles, Paige being the first one, and then as soon as we feel O.K. we are happy with the people we have in place they understand what is supposed to be done and then when we are together as a team we can come up with strategies for September. And I know that I can't do anything more until then.

C. But Emma has widened her goal monetarily. Where is all this money going?

D. Well, it is non-profit so it won't go to anyone personally but ..

C. No, but the bucket.

D. The bucket. Well, the hiring of a national executive person. I am not sure exactly what the title will be. This person will actually take a full time salary to run the whole organization basically so it will be someone that has business experience and understands the goals of Wired Woman blah, blah, blah, some high-tech experience yatah, yatah, yatah, and so the goal right now is to put the money in place to hire someone ... and the money will filter down to the chapters as well as soon as there is some ...Emma knows the value of paying people to do the work and it shouldn't be just volunteers. It is similar to the other women's organization that I work for, WITT. They are non-profit but they have paid staff, they have about ten staff members at the national level and it is still member driven so they look to the members for guidance as to how things should be run and the staff members, they are hired by the directors but ...so Wired Woman will definitely be something like that. There will be a national staff and the first people to get paid will be national people.

C. So when you have someone call up and say I am paying fifty-five dollars a year, what am I getting out of it what will you say?

D. I say you get a reduced admission fee to our meetings and get access to the expert speakers and share networking and information sharing opportunities. They get access to the members-only listserve which enables them to join a virtual community and lets them access the expertise of all the other Wired Women on line. The extra-net will be the other big thing that they will get so just saving the money that you do on coming to the meetings and the listserve alone are worth that money.

C. So now when they are saying where is that going to are you saying into a bucket?

D. Well the money goes to paying for our costs we are not personally being paid but we need that money to pay for the venue and the food and the photocopying and all of that and then any other money goes into the bucket with the hope that we will be able to take on initiatives and use that money to fund these initiatives. Takes a lot of money, for the costs, but we have done very well.

C. And hopefully we will get the Elmwood for free.

D. Yah, that is a goal for sure.

A. Yah, but it is not a huge amount.

C. No, but I think for them to draw the amount of women that they are from Wired Woman ...

A. But are the women, are they drinking?

D. They are not getting any money from the drinkers but hopefully , I mean it hard to determine how many Wired Women actually go and employ their services, that is something that will be nice to track ...but if they don't know that they are not going to see that as a benefit, right? I mean that is what they hope is happening.

C. Or what they can do is we can invite them to our, maybe last meeting, and they can do a five minute shpiel and then maybe for every guest that becomes a Wired Woman member that night they get a 10% discount for something at the spa.

A. That is a good idea.

C. And then they could track it.

D. It is a good PR thing for them...and they are afraid we are going to leave.

A. Oh are they, because we are getting so big... we have leverage.

D. Now there is a new woman because the woman that I was dealing with has left because she was there temporarily while this woman that I am going to be meeting with

was on maternity leave. So I haven't met her yet in person so it will be good cause I can go in and give another sell.

A. And since she is the permanent person she may have more pull more than the person filling her spot. That blender is driving me crazy.

C. Anyway, I am going to have to leave.

D. Me too.